



A look at MISSOURI'S TRADE WITH

Malaysia

AGRICULTURE.MO.GOV

Opportunities

- The middle to upper class makes up 50% of the population in Malaysia which is a good indicator for potential market growth of high-value consumer products.
- Malaysia's food and beverage sales are estimated at \$16 billion and the sector has been growing 7% annually the past five years.
- Malaysia's tourism industry is the second largest foreign exchange earner with plans to generate \$42 billion for the country by 2020. This growth has subsequently fueled the growth of the food service industry.
- The Malaysian government has identified the processing industry as a priority sector for food industrial development and increased exports.

Sources: USDA, FAS, Export.gov

MALAYSIA IMPORTS ABOUT
70% OF ITS
FOOD NEEDS

TRADE POLICY

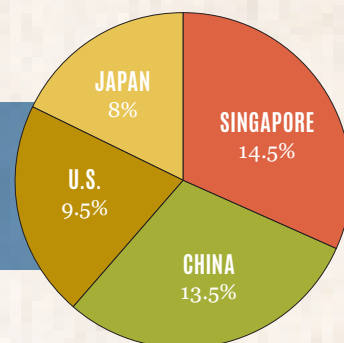
The United States is Malaysia's 3rd largest supplier of imports (8.3%). Other main suppliers of imports are China (19.6%), Singapore (11.1%) and Japan (7.6%).

Malaysia is negotiating a Regional Comprehensive Economic Partnership (RCEP), a free trade agreement between the ten ASEAN members and six countries that ASEAN has prior FTA's with. RCEP members include: Australia, Brunei, Cambodia, China, India, Indonesia, Japan, Laos, Myanmar, New Zealand, the Philippines, Singapore, South Korea, Thailand and Vietnam.

Malaysia is a member of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (TPP-11) with 10 Countries:

Australia, Brunei, Canada, Chile, Japan, Mexico, New Zealand, Peru, Singapore and Vietnam.

MALAYSIA'S TOP TRADE PARTNERS



MALAYSIA IS THE WORLD'S 2ND LARGEST PRODUCER AND EXPORTER OF PALM OIL

Malaysia is responsible for 39% of the world's palm oil and 27% of the world trade in vegetable oil.

TRADE BARRIERS



Pork and pork products may be imported in Malaysia only if Malaysia's Department of Veterinary Services issues a permit authorizing importation. Each consignment of pork must be accompanied by a valid import permit issued by Malaysian Quarantine and Inspection Services (MAQIS).



Malaysia requires labeling of food and food ingredients that are obtained through modern biotechnology.

- **Exempt from labeling requirement**—highly refined foods (ex: vegetable oils)
- **Labeling not allowed**—"GMO Free" and "Non-GMO"

BEEF, LAMB, POULTRY AND DAIRY PRODUCTS
MUST BE CERTIFIED HALAL



65% of Malaysia's population is Muslim.

EXPORTING TO

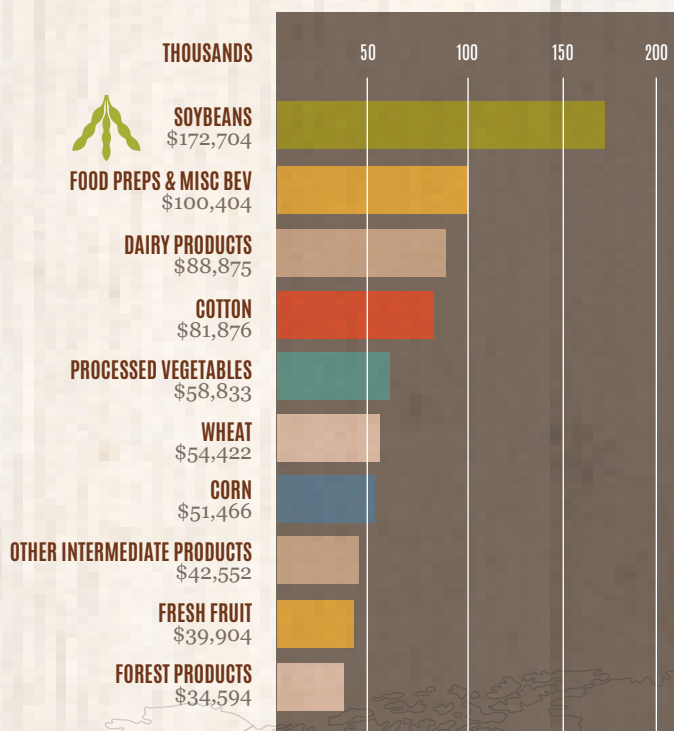
Malaysia

MALAYSIA RANKED #24

IN 2017 AMONG U.S. AGRICULTURAL EXPORT MARKETS



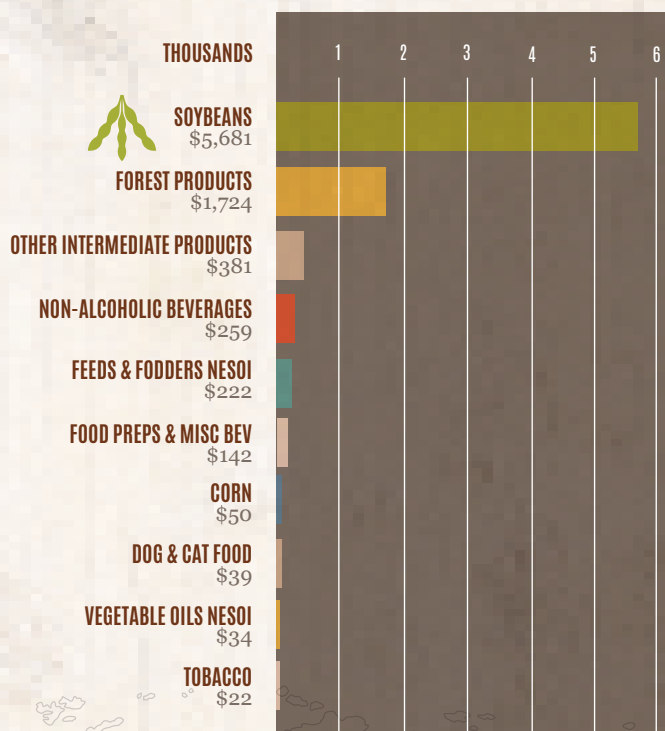
TOP 10 UNITED STATES AGRICULTURAL EXPORTS TO MALAYSIA



Source: USDA 2017 GATS



TOP 10 MISSOURI AGRICULTURAL EXPORTS TO MALAYSIA



Source: USDA 2017 GATS

\$924 MILLION
THE TOTAL VALUE OF EXPORTS TO
MALAYSIA FROM THE U.S. IN 2017